



**WFLA**  
**200 S. Parker Street**  
**Tampa, FL 33606**  
**(813) 221-5771**

# CONTRACT

<u>Contract / Revision</u> 942027 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 09/26/16 - 10/02/16		<u>Estimate #</u> 2398
<u>Advertiser</u> POL/Patrick Murphy for Senate (D)		<u>Original Date / Revision</u> 09/22/16 / 10/12/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> WFLA National House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

And:

**Screen Strategies Media**  
**11150 Fairfax Boulevard**  
**Suite 505**  
**Fairfax, VA 22030**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	09/26/16	10/02/16	Local News @ 6a	558-7a		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	11111--	5			\$300.00					
N 2	WFLA	09/26/16	10/02/16	Today Show	657-9a		:30				NM	10	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	22222--	10			\$475.00					
N 3	WFLA	09/26/16	10/02/16	Local Sa 7a News	7-8a		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1-	1			\$40.00					
N 4	WFLA	09/26/16	10/02/16	WFLA 7a News Su	Su 7-8a		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1	1			\$45.00					
N 5	WFLA	09/26/16	10/02/16	Today Show Su	8-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1	1			\$200.00					
N 6	WFLA	09/26/16	10/02/16	Local Su 9a News	9-10a		:30				NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1	1			\$130.00					
N 7	WFLA	09/26/16	10/02/16	M-F 10-11a	10-11a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	--1----	1			\$50.00					
N 8	WFLA	09/26/16	10/02/16	Local News @ 11a	Local News @ 11a		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	-1-11--	3			\$50.00					
N 9	WFLA	09/26/16	10/02/16	Days of Our Lives	1258-4p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	1-1----	2			\$125.00					
N 10	WFLA	09/26/16	10/02/16	M-F 2-3p	2-3p		:30				NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/26/16	10/02/16	-1--1--	2			\$70.00					
N 11	WFLA	09/26/16	10/02/16	M-F 3-4p	3-4p		:30				NM	5	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u> 942027 /		<u>Alt Order #</u>
<u>Contract Dates</u> <b>09/26/16 - 10/02/16</b>	<u>Product</u>	<u>Estimate #</u> <b>2398</b>
<u>Advertiser</u> <b>POL/Patrick Murphy for S</b>		<u>Original Date / Revision</u> 09/22/16 / 10/12/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$185.00				
N 12	WFLA	09/26/16	10/02/16	M-F 4-5p	4-5p		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$75.00				
N 13	WFLA	09/26/16	10/02/16	M-F 5-530p	5-530p		:30				NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$325.00				
N 14	WFLA	09/26/16	10/02/16	M-F 530-6p	530-6p		:30				NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$325.00				
N 15	WFLA	09/26/16	10/02/16	Local 6p News	6-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$700.00				
N 16	WFLA	09/26/16	10/02/16	Local 7p News	7-730p		:30				NM	5	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$1,260.00				
N 17	WFLA	09/26/16	10/02/16	Su 6p News	6-630p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1				1	\$850.00				
N 18	WFLA	09/26/16	10/02/16	M-F 730-8p	730-8p		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$250.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	3	WFLA	09/26/16-10/02/16	M-F 730-8p	730-8p	MTuWThF----	:30		<del>\$250.00</del>		NM		
	Credited												
	5	WFLA	09/26/16-10/02/16	M-F 730-8p	730-8p	MTuWThF----	:30		<del>\$250.00</del>		NM		
	Credited												
D 19	WFLA	09/26/16	10/02/16	Mon 9-11p Pres Debate	9-11p		:30				NM	0	\$0.00
N 20	WFLA	09/26/16	10/02/16	Tue 8-10p The Voice	8-10p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-1-----				1	\$5,000.00				
N 21	WFLA	09/26/16	10/02/16	Wed 9p L&O SVU	9-10p		:30				NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	--1----				1	\$5,500.00				
N 22	WFLA	09/26/16	10/02/16	Thur 830p The Good Place	8-9p		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	---1---				1	\$1,900.00				
D 23	WFLA	09/26/16	10/02/16	Fri 9-11p Dateline	9-11p		:30				NM	0	\$0.00
D 24	WFLA	09/26/16	10/02/16	Sa 9p This Is Us	9-10p		:30				NM	0	\$0.00
N 25	WFLA	09/26/16	10/02/16	Late News M-Su	11-1135p		:30				NM	5	\$3,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$685.00				
N 26	WFLA	09/26/16	10/02/16	Late News M-Su	11-1135p		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1-				1	\$685.00				
N 27	WFLA	09/26/16	10/02/16	Late News Late Run	Various		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1				1	\$1,200.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 28	WFLA	09/26/16	10/02/16	Tonight Show	Tonight Show		:30				NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	11111--				5	\$315.00				
N 29	WFLA	09/26/16	10/02/16	Mon 8p The Voice	8-9p		:30				NM	1	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	M-----				1	\$4,300.00				
N 30	WFLA	09/26/16	10/02/16	Wed 10p Chicago PD	10-1059p		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	--W----				1	\$4,500.00				
N 31	WFLA	09/26/16	10/02/16	Days of Our Lives	1258-4p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	---11--				2	\$125.00				
Totals								0.00				80	\$51,540.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/02/16	80	\$51,540.00	(\$7,731.00)	\$43,809.00
<b>Totals</b>	80	\$51,540.00	(\$7,731.00)	\$43,809.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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